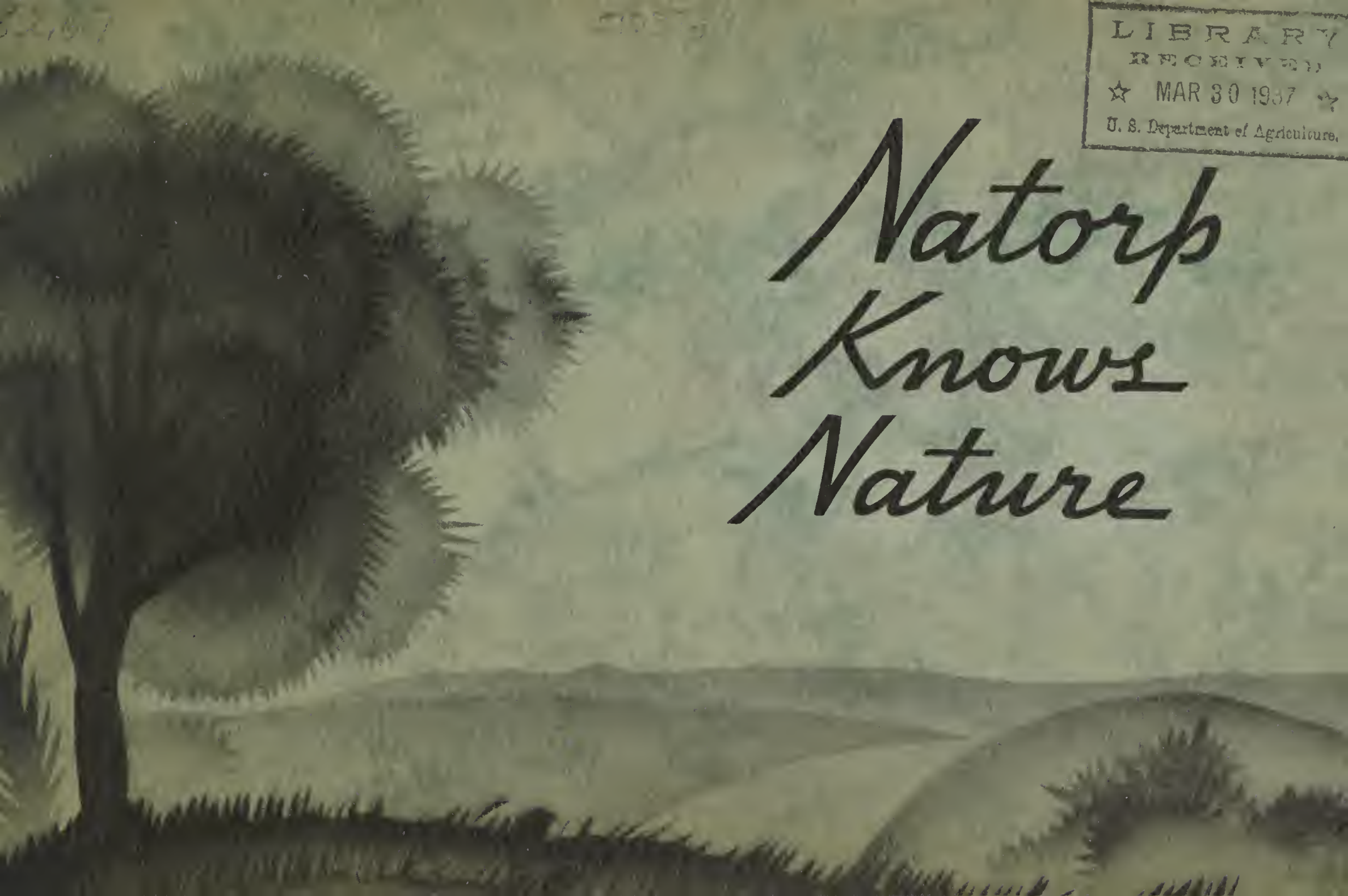


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Natorp Knows Nature



NATORP KNOWS NATURE

Years of experience in all branches of landscape service qualifies this organization to handle any job regardless of size or exacting requirements.

Our list of clients includes the U. S. Government, municipalities, service institutions such as hospitals, schools, parks, as well as prominent industrial organizations and thousands of individual home owners—from the modest dwelling to the large mansion.

THE W. A. NATORP COMPANY

Established 1926

LANDSCAPE ORGANIZATION

4400 Reading Road, Cincinnati, Ohio

Phones: JEFFerson 1375 - 1376

Nurseries: No. 1, Reading Rd.; No. 2, Montgomery Rd.; No. 3, Kenwood Rd.



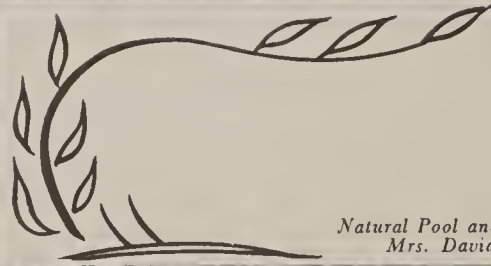
*Rustic Garden Retreat of Dr. and Mrs.
J. W. McCammon, Kennedy Heights*



RUSTIC GARDENS

An inviting pergola; a rustic bridge; a stone fire-place for the savory barbecue — these and many other appropriate features may be placed so as to blend into the natural beauty of your grounds.

The experienced landscape designer is truly an artist who paints his pictures through the hand of nature and adds a touch here and there of man's handiwork.



*Natural Pool and Bridge in Garden of
Mrs. David May, Avondale*



*Rock Garden and Rustic House—
Mr. and Mrs. Geo. M. Schott, Clifton*

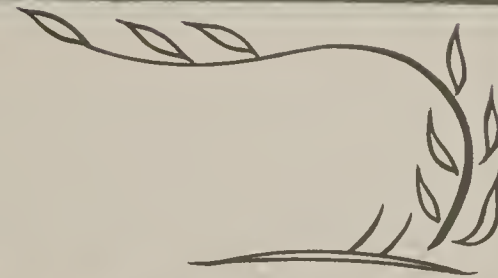


ROCKERIES

A barren or ugly hillside can be transformed into a spot of beauty through the skillful hand of a landscape architect. There is likewise great utility in the artistic use of rockeries. Steep banks can be held firmly in position and their washing prevented.

There is a naturalness to rock formations that makes them a valuable addition to every garden where their use is practical. The rocky flora is likewise a distinctive asset. Careful choice should be exercised in the selection of plants for these developments.

*Building Waterfall for Lake—Mr. and Mrs.
Philip Wyman estate, Indian Hill*



*Construction of Rockery—
Mrs. H. Burdsal, Mt. Washington*



Same job planted—the next day





*Garden Panel—Mr. and Mrs. Roger
Littleford, Ft. Thomas, Ky.*



*Garden Vista—Mr. and Mrs. Chas. E. Deye,
Western Hills*



GARDENS

Every garden affords an almost unlimited number of pleasing pictures to the nature lover.

The experienced landscape designer paints these pictures with real properties — trees and shrubs — grassy walks and hillsides — pergolas and fountains — shade and sunshine.



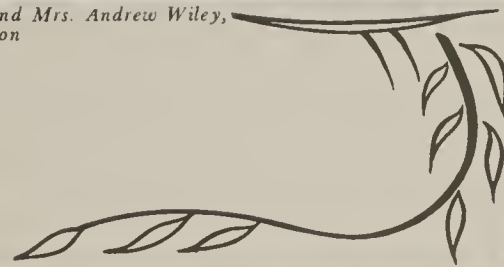
*River view from garden of Mr. and Mrs.
W. F. Murray, Grandin Road*



*Foundation planting at home of Mr. and Mrs.
Thomas B. Medlyn, Kenwood*



*Entrance Planting—Mr. and Mrs. Andrew Wiley,
Clifton*



ENTRANCE AND FOUNDATION PLANTING

The entrance to every home can be made invitingly attractive, and yet no phase of landscape work calls for greater ability and experience than the proper planting of the foundation and the approach to the home.

Knowing what to plant and where to plant it is an art that few have mastered. We have thousands of satisfied customers whose home grounds give evidence of our knowledge and skill.



*Entrance Court to estate of Mr. and Mrs.
E. L. Jones, Indian Hill*

*Unusual design of swimming pool with
background of willows*

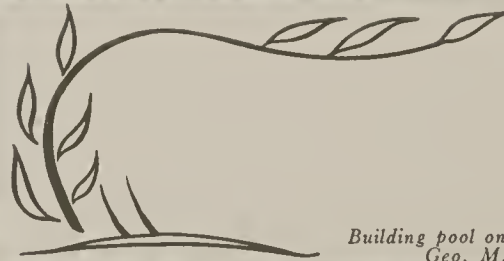


POOLS

A pool, properly designed and placed, can make a motion picture of the garden. Its waters reflect the ever-changing skies and restless winds animate the scene.

Pools of natural stone may be used to give natural effects. Concrete or brick can be made to harmonize with almost any setting. Regular or irregular shapes in varying sizes offer an unlimited choice.

Irregular shapes add to the picturesque elements of a pool. Gold fish will prevent the breeding of mosquitos.



*Building pool on estate of Mr. and Mrs.
Geo. M. Schott, Clifton*



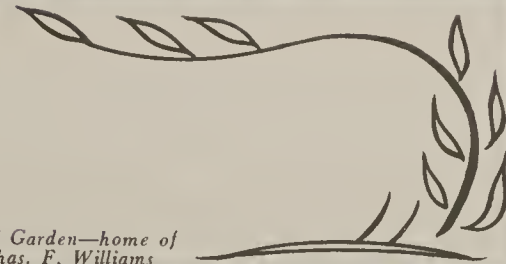
Completed pool one month later



POOLS

Rough stone overhanging the border gives a natural effect that is pleasing. The lines of the pool should blend with the landscape. The surrounding plants should be selected to harmonize with the setting.

Only a complete organization — such as NATORP — can locate, design, build and plant the pool to best advantage. Here again, "NATORP'S knowing how" may save you unnecessary expense. Above all — it will guarantee you a most satisfactory job.



*Summer house and pool—
Mr. and Mrs. A. L. Pope, Wyoming*



*Swimming Pool and Garden—home of
Mr. and Mrs. Chas. F. Williams*

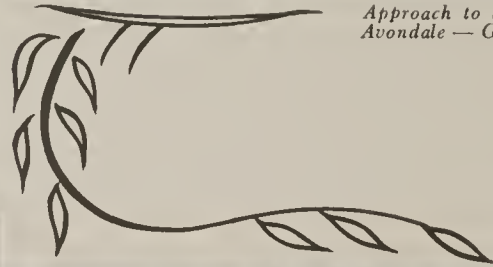




*Approach to St. Xavier University—
Avondale — Gift of Robt. J. O'Brien*



Evergreen planting on school campus



INSTITUTIONS

Widespread beautification of the surroundings of schools and other public institutions, hospitals, housing projects and industrial buildings is a development that is an encouraging sign of the times.

Many of these projects can be handled only by a complete landscape organization having unlimited resources in trained men, modern equipment and well-filled nurseries. It is a significant fact that the Natorp Organization has handled most of the outstanding jobs of this kind in the community.



Garden at Good Samaritan Hospital, Clifton



*Steps in garden of Dr. and Mrs. Wm. L. Freyhof,
Clifton*



*Circular steps garden of Mr. and Mrs.
Frank C. Adams, Clifton*

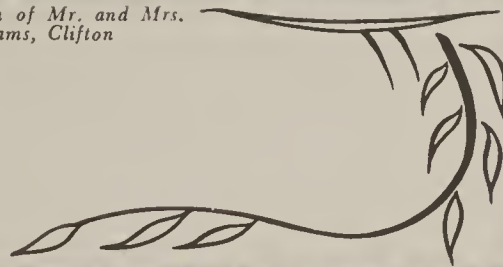
STEPS

Broad steps, bordered walks, rose covered walls and shaded nooks are only a few of the many aids to the landscape architect's art. When properly conceived and maintained, these enhance the beauty of the entire picture.

The planting of steps and walls offer unusual opportunities for the landscape designer to add charm and individuality to the setting.



Inviting Shady Retreat



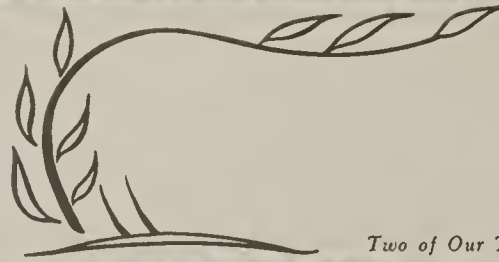


TREE MOVING

Why wait 20 years for shade when you can get it quickly at a reasonable cost? To move big trees successfully, it is essential to have men who understand the work, and the proper equipment. That we have these requirements is convincingly proven by the many tree moving jobs satisfactorily completed by us. Here are illustrated just a few of them.

OUR GUARANTEE

Every big tree is moved by us with this understanding: That it will live; or we will replace it within two years at no additional expense to you.



Two of Our Tree Moving Truck



Moving oak, forty feet high, to Indian Hill estate



*Thousands of spreading evergreens
in our nursery*

NURSERY STOCK

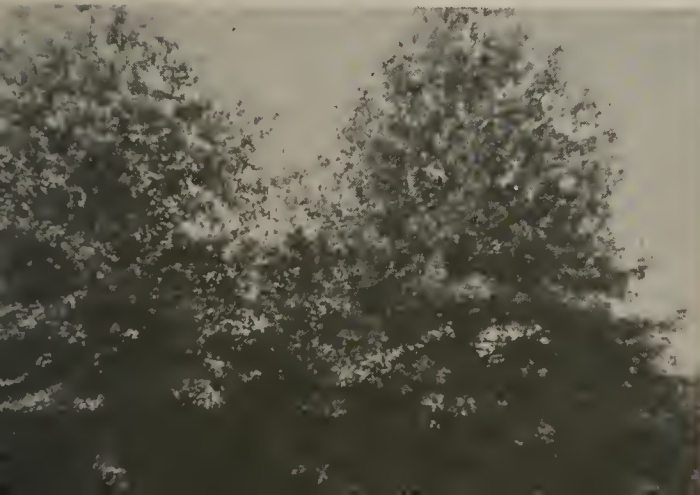
Our extensive operations have created a demand for great quantities of nursery stock that meet local conditions. To supply this need we have for years been growing our own plants — thereby adapting them to the soil and climate of this locality.

The innumerable varieties that we grow include many rare specimens of plants. We have one of the choicest collections in the United States.

Visitors always welcome at our nurseries.



*Two pin oaks forty feet high—
two weeks after transplanting*



Rare weeping juniper at one of our nurseries



Under Construction



A WATERFALL MADE TO ORDER IN FIVE DAYS

Streamlined trains; aeroplanes at 300 miles per hour; radio — these and other advances have set the pace for modern living. And the landscape organization has been equally modernized.

Where Nature requires hundreds of years to carve a natural waterfall, NATORP builds and plants it in a five day period. The illustrations on this page show the steps in this moving picture.

Photographs taken in garden of Mrs. David May.

Same job with stone work completed



Planted the 5th day after work is started



NATORP SERVICE covers every phase of landscape work, such as engineering surveys, designing and planning, including the preparation of complete plans, blue prints, specifications, etc.

Nursery Stock—Evergreens, shade trees, shrubs, perennials, roses, bulbs, vines.

Construction—Walks, drives, gateways, fountains, pools, pergolas.

Service—Sodding, seeding, spraying, trimming, fertilizing, tree moving, lawns and maintenance.

We are members of The Cincinnati Association of Landscape Architects and The American and Ohio Association of Nurserymen.